

60/010372

	Subclass	ISSUE CLASSIFICATION
	Class	

BEST AVAILABLE COPY

PROVISIONAL  
APPLICATION  
NUMBER

60/010372

SERIAL NUMBER	FILING DATE	CLASS	SUBCLASS	GROUP ART UNIT	EXAMINER
60/010372 PROVISIONAL	01/22/96				

APPLICANTS  
WILLIAM J. TOBIN, STAMFORD, CT.\*\*CONTINUING DATA\*\*\*\*\*  
VERIFIED\*\*FOREIGN/PCT APPLICATIONS\*\*\*\*\*  
VERIFIED

FOREIGN FILING LICENSE GRANTED 03/12/96

\*\*\*\*\* SMALL ENTITY \*\*\*\*\*

Foreign priority claimed 35 USC 119 conditions met.	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no	AS FILED →	STATE OR COUNTRY	SHEETS DRWGS.	TOTAL CLAIMS	INDER CLAIMS	FILING FEE RECEIVED	ATTORNEY'S DOCKET NO.
Verified and Acknowledged	Examiner's Initials		CT	22			\$75.00	TOBIN-1

ADDRESS  
PLEVY & ASSOCIATES  
146 ROUTE 1 NORTH  
PO BOX 1366  
EDISON NJ 08818-1366TITLE  
METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY  
TRACKING THE INTERNET SITE ENTRY

U.S. DEPT. of COMMERCE • Patent and Trademark Office-PCT-438L (rev. 7-94)

010372

PATENT APPLICATION



60010372

APPLIED FOR LICENSE

INITIALS

FEB 22

Date  
Entered  
or  
Entered

Date  
Received  
or  
Mailed

CONTENTS

1.	Application	03-12-01
2.	Request for Extension	03-12-01
3.	Request for Extension	10/6/03
4.	Request for Extension	10/20/03
5.	Request for Extension	4-7-05
6.	Request for Extension	
7.	Request for Extension	
8.	Request for Extension	
9.	Request for Extension	
10.	Request for Extension	
11.	Request for Extension	
12.	Request for Extension	
13.	Request for Extension	
14.	Request for Extension	
15.	Request for Extension	
16.	Request for Extension	
17.	Request for Extension	
18.	Request for Extension	
19.	Request for Extension	
20.	Request for Extension	
21.	Request for Extension	
22.	Request for Extension	
23.	Request for Extension	
24.	Request for Extension	
25.	Request for Extension	
26.	Request for Extension	
27.	Request for Extension	
28.	Request for Extension	
29.	Request for Extension	
30.	Request for Extension	
31.	Request for Extension	
32.	Request for Extension	

POSITION		ID NO.	DATE
CLASSIFIER			
EXAMINER		507	3-12-96
TYPIST		343	2/12/86
VERIFIER		560	3/13/96
CORPS CORR.			
SPEC. HAND			
FILE MAINT			
DRAFTING			

(LEFT INSIDE)

60/010372

PATENT APPLICATION SERIAL NO. \_\_\_\_\_

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
FEE RECORD SHEET

070 83 02/14/96 60010372

1 214

75.00 CK

BAR CODE LABEL



# U.S. PATENT APPLICATION

SERIAL NUMBER

60/010,372  
PROVISIONAL

FILING DATE

01/22/96

CLASS

GROUP ART UNIT

APPLICANT

WILLIAM J. TOBIN, STAMFORD, CT.

\*\*CONTINUING DATA\*\*\*\*\*  
VERIFIED

\*\*FOREIGN/PCT APPLICATIONS\*\*\*\*\*  
VERIFIED

FOREIGN FILING LICENSE GRANTED 03/12/96

\*\*\*\*\* SMALL ENTITY \*\*\*\*\*

STATE OR  
COUNTRY

CT

SHEETS  
DRAWING

22

TOTAL  
CLAIMS

INDEPENDENT  
CLAIMS

FILING FEE  
RECEIVED

\$75.00

ATTORNEY DOCKET NO.

TOBIN-1

ADDRESS

PLEVY & ASSOCIATES  
146 ROUTE 1 NORTH  
PO BOX 1366  
EDISON NJ 08818-1366

TITLE

METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY  
TRACKING THE INTERNET SITE ENTRY

This is to certify that annexed hereto is a true copy from the records of the United States  
Patent and Trademark Office of the application which is identified above.

By authority of the  
COMMISSIONER OF PATENTS AND TRADEMARKS

Date

Certifying Officer

60/010372

ARTHUR L. PLEVY  
PAUL A. SCHWARZ  
RUSSELL GROSS\*  
DANIEL S. KIRSNER  
JOSEPH J. KOLODKA



**PLEVY & ASSOCIATES**  
ATTORNEYS AT LAW

P.O. Box 1366  
146 Route 1, North  
Edison, New Jersey 08818-1366

(908) 572-5858

PATENTS  
TRADEMARKS  
COPYRIGHTS

FACSIMILE (908) 572-5963

OF COUNSEL  
DEAN W. CHACE

CHRISTOPHER J. WARREN, Ph.D.

MEMBER OF NY BAR

January 22, 1996

Honorable Commissioner  
of Patent and Trademarks  
Washington, DC 20231

**RE: Provisional Application**  
**William J. Tobin**

**Entitled: METHOD FOR MARKETING AN INTERNET CONSUMER**  
**SERVICE AND AUTOMATICALLY TRACKING THE INTERNET**  
**SITE ENTRY**

Dear Sir:

Enclosed please find the following:

1. A Provisional Application consisting of 11 pages of specification;
2. 22 sheets of drawings;
3. a provisional application cover sheet;
4. Check No. 4824 in the amount of \$75.00;
5. Small Entity Certificate;
6. Certificate of Express Mail; and
7. a postcard receipt.

If there are any fees due and owing, please charge Deposit Account No. 16-2131.

Respectfully submitted,

ARTHUR L. PLEVY  
Reg. No. 24,277

P.O. Box 1366  
146 Route 1 North  
Edison, NJ 08818-1366  
(908) 572-5858  
ALP/kr  
Encls.



60/010372

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent application of  
Tobin

Atty Dkt #: TOBIN-1

Serial No.: TO BE ASSIGNED

Filed: HEREWITH

For: METHOD FOR MARKETING AN  
INTERNET CONSUMER SERVICE AND  
AUTOMATICALLY TRACKING THE  
INTERNET SITE ENTRY

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231.

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

Sir:

"Express Mail" Mailing Label No.: TB652439689US

Date of Deposit: January 22, 1996

I hereby certify that this paper and/or fee is being  
deposited with the United States Postal Service "Express Mail Post  
Office to Addressee" service under 37 C.F.R. 1.10 on the date  
indicated above and is addressed to the Commissioner of Patents and  
Trademarks, Washington, DC 20231.

*Angie Cagliostro*  
Angie Cagliostro

ALP/kr



60/010372

## PROVISIONAL APPLICATION COVER SHEET

This is a request for filing a Provisional application under 37 CFR 1.53(b)(2).

Docket Number	TOBIN-1	Type a plus sign(+) inside this box.	+
Inventor(s)/Applicant(s)			
Last Name	First Name	Initial	Residence(City and Either State or Foreign Country)
TOBIN	WILLIAM	J.	134 Davenport Drive Stamford, CT 06902 <i>es</i>
Title of The Invention (280 characters max)			
METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY.			
Correspondence Address			
Plevy & Associates 146 Route 1 North P.O. Box 1366 Edison, New Jersey 08818-1366 (908) 572-5858 (908) 572-5693-Fax			
State	New Jersey	Zip Code	08818-1366
Country	U.S.A.		
Enclosed Application Parts (check all that apply)			
<input checked="" type="checkbox"/> Specification	Number of Pages 11	<input checked="" type="checkbox"/> Small Entity Statement	
<input checked="" type="checkbox"/> Drawing(s)	Number of Sheets 22	Other (specify)	
Method of Payment (check one)			
<input checked="" type="checkbox"/> Check or money order is enclosed to cover Provisional filing fees <input type="checkbox"/> The Commissioner is hereby authorized to charge filing fees and credit Deposit Account No. 16-2131			

The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.  
X No.

Yes, the name of the U.S. Government agency and the Government contract number are:

Respectfully submitted,

Signature

DATE

1/22/96

Typed or Printed name: ARTHUR L. PLEVY, PLEVY &amp; ASSOCIATES

REGISTRATION NO. 24,277

Additional inventors are being named on separately numbered sheets attached hereto.





**METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND  
AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY**

**BACKGROUND OF THE INVENTION**

The Internet which consists of world wide networks of computers communicating on the Transmission Control Protocol/Internet Protocol (TCP/IP) offers a variety of information exchange capabilities such as electronic mail (e-mail), file transfers between computers through the file transfer protocol (FTP) format. However, the hypertext interface to the Internet, known as the World Wide Web (WWW) is the fastest growing Internet function. The WWW uses Hyper Transport Protocol (HTTP) and HyperText Markup Language (HTML) to organize and present information and services throughout the Internet. Users accessing the WWW are able to utilize a system of "point and click" connections between information that allow them to jump from one information source to another on the Internet in a random, unstructured pattern.

As the Internet, and in particular the WWW and its random user movement capabilities, is increasingly used for consumer servicing, methods for marketing and tracking movements through the WWW must be developed. A method for marketing a service with various Internet service providers or sites is needed whereby the marketing program is updated using the Internet file transfer methods. Also, a method



TOBIN-1

is needed for tracking Internet service providers or sites which refer customers through the marketing program so that those Internet sites are credited with commissions on any sales. Moreover, a method is needed for tracking the entry point to a saved token URL for an Internet consumer service Internet site so that if a consumer returns at a later date using the saved token URL and makes a purchase, the referring Internet service provider is credited with a commission.

It is an object of the present invention to disclose a method for marketing an Internet consumer service on the Internet. It is a further object of the present invention to disclose a method for tracking Internet sites from which consumers enter a consumer servicing Internet site.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

Figures 1-6 show GIF files displayed by GNN, an Internet service provided by America Online, Inc.

Figures 7-11 show GIF files displayed by Pathfinder, an Internet service provided by Time, Inc.

Figure 12 shows a GIF file displayed by Mecklermedia's I World Web Site.

Figure 13 shows a GIF file displayed by the Prodigy Web Browser.

Figure 14 shows a GIF file displayed by the InfoSeek Web Browser.

Figures 15-17 show GIF files displayed by the First Access Network Web Browser.

TOBIN-1

Figure 18 shows a Gif file displayed by the Net Mart Web Browser.

Figures 19-20 show Gif files displayed by The Center Of The Internet Web Browser.

Figure 21 shows a home page on the PC Flower & Gifts Web Site which an Internet user jumps to from one of the GIF files shown in Figures 1-20.

Figure 22 shows a schematic of the present invention method for marketing on the Internet and automatically tracking Internet-sources which direct a user to the PC Flowers & Gifts Web site to make purchases.

#### DETAILED DESCRIPTION OF THE INVENTION

Essentially, the Internet is a network of various types of computers, connected over telecommunication lines, communicating with each other through a protocol known as Transmission Control Protocol/Internet Protocol (TCP/IP) for the purpose of exchanging information. Being "connected to the Internet" can mean anything from sending a simple message to a colleague across the state, to logging into another computer halfway around the world to search and retrieve text, graphics, sounds and even movies. Accessing the Internet requires a computer which has TCP/IP communication capabilities and is physically connected to the Internet with an identifiable Internet address. Many Internet service providers, such as Prodigy, America On Line, and CompuServe, offer access to the Internet through their TCP/IP compatible UNIX computers already connected to the Internet. A subscriber to one

TOBIN-1

of these service providers need only have a personal computer and modem to make a telecommunication connection to the service provider's UNIX computer.

Various information exchanges on the Internet are available through functions such as electronic message exchange (E-mail) and File Transfer Protocol (FTP or ftp.). Electronic mail is a service that allows two people to send messages to each other in a near real time manner. Messages can be sent to one address or multiple addresses. E-mail can also be used to retrieve documents from others computers on the Internet. FTP refers to moving files from one place to another on the Internet. The files may contain electronic documents, images, sounds, etc. Anything stored on the computer can be moved with FTP.

In recent years, a new function called the World Wide Web (WWW) has emerged which provides a hypertext interface to information on the Internet. The WWW uses the client-server model of computer interaction, with the server being a computer on the Internet providing information, and the client being a computer retrieving the information. The normal way to navigate through the Internet is by moving through directory trees of information, whereby moving from node to node requires providing an address for each node. Likewise if the nodes are Internet sites, computers on the Internet, movement from one site to another requires providing an address for each site. In contrast, with the hypertext interface, information can be stored and retrieved in a non-hierarchical structure. In essence, one can "jump" from one place of information on the Internet to the another through a series of "hypertext

TOBIN-1

links" created by someone. A hypertext link can literally allow one to simply select a word, using a mouse or key command, and immediately be transported to another document on the Internet halfway around the world.

In a hypertext interface all the technical aspects of moving from computer to computer are hidden, leaving the client free to explore without interference. Communication through the WWW function is by a Hypertext Transport Protocol which uses a HyperText Markup Language (HTML). The HTML uses Uniform Resource Locators (URLs), which are a way of specifying the location of something on the Internet, to make the hypertext links. A standard form of URL address for accessing a particular word 26 marked by HTML, in a chapter called web-chapter, in a book stored on a hard drive in a WWW server is: <http://dgt21.xpr.cs.wvu/book/web-chapter.html#word 26>. The http connection at the beginning identifies this address to the Internet as a WWW server.

Access to the WWW requires a software tool often called a client or browser which is installed on the computer used to access the Internet, or installed on an Internet service provider's computer on the Internet that offers access to the WWW browser. Browsers may be text based line browsers or, graphical browsers such as Mosaic or Netscape.

The Internet is being increasingly used for commerce by companies with Internet sites or services providing opportunities to consumers to make purchases. In addition to automated secured transactions, commerce on the Internet requires

TOBIN-1

development of software based marketing tools unique to the Internet structure. Among the problems encountered in the development of marketing tools for generating purchasing traffic are the creation of referral source files for directing a consumer to an Internet site offering products or services for purchase, and tracking the original referral source file with the consumer's movements through the Internet. This problem is more acute in movements between Web sites where hypertext links permit consumers (or Internet clients) to literally "jump" from one site to another by simply selecting an HTML marked word or graphic in a display. The present invention teaches a method of developing marketing tools unique to the Internet structure and a method for automatically tracking the source of Internet sites referring the user to the purchasing Internet site.

Although the present invention can be used in many applications which can utilize marketing tools unique to the Internet structure and the automatic tracking of Internet sites or servers referring customers to a web site where those customers make purchases, the present invention method is described in its application to PC Flowers & Gifts (PC Flowers & Gifts), an Internet site providing floral and gift purchasing services through the Internet.

Accordingly, the present invention will be described in its application to the PC Flowers & Gifts marketing program whereby Internet service providers or sites incorporate graphic holiday reminders related to the floral and gift service in their Internet graphic displays. These graphic holiday reminders contain hypertext links to

TOBIN-1

the PC Flowers & Gifts Web site. Internet service providers or sites from whom customers jump to the PC Flowers & Gifts Web site and make purchases are credited with a five percent (5%) commission on any gross sales. The token corresponding to the site (token URL) is automatically tracked when the customers jump to the PC Flowers & Gifts Web site in the event the customer saves the PC Flowers & Gifts Web site token URL and makes a future purchase under the token URL.

Marketing on the Internet presents problems as to how to advertise services with various Internet participants and track which Internet participant is entitled to a commission for referrals leading to any sales. The World Wide Web is more problematic where users can jump from one Internet information source to another by simply clicking on hypertext links clicking with a mouse.

Referring now to Figures 1-6 there are shown graphic holiday reminders (GIF files) displayed by GNN, an Internet service provided by America Online, Inc. Graphic reminders 201 and 401 are shown in the context of GNN's Internet displays and contest promotion. These graphic reminders are stored in a Graphic Interchange Format (GIF), which is a standard format for images that was developed by CompuServe to be a method of storing pictures. The GIF method of storing images is independent of the device being used to store the image and the act of compressing and decompressing the file does not degrade the image quality in any way. GIF files are usually recognizable by a .GIF or .gif filename extension. A years worth of monthly graphic holiday reminders (GIF files) are developed for placement by ftp. file transfers

TOBIN-1

with various Internet service providers.

Figures 7-11 show GIF files displayed by Pathfinder, an Internet service provided by Time, Inc. Graphic reminders 701, 801, 901, 1001, and 1101 are shown in the context of Pathfinder's various Internet displays promoting services pertaining to food & wine, sports, news, food & wine, and travel.

Figure 12 shows a GIF file displayed by Mecklermedia's I World Web Site. The graphic reminder 1201 is shown in the context of options for different menu versions.

Figure 13 shows a GIF file displayed by the Prodigy Web Browser. the graphic reminder 1301 is shown in the context of a market place promotion.

Figure 14 shows a GIF file displayed by the InfoSeek Web Browser. The graphic reminder 1401 is shown in the context of a search results display.

Figures 15-17 show GIF files displayed by the First Access Network Web Browser. The Graphic reminder 1501 is shown in the context of a sweepstakes promotion offering prizes.

Figure 18 shows a GIF file displayed by the Net Mart Web Browser. The graphic reminder 1801 is shown in the context of a listing of services display.

Figures 19-20 show GIF files displayed by The Center of the Internet Web Browser. The graphic reminders 1901 and 2001 are shown as holiday reminders.

A subscriber on a page with a graphic reminder of any of the Internet service providers of Figures 1-20 can jump from the graphic reminder to the home page on the PC Gifts & Flowers Web site, shown in Figure 21. The page of Figure 21 details



TOBIN-1

various purchase options which will be processed by PC Flower's & Gifts central processing location connected to the Internet.

Service providers, web sites, and browsers participating in the marketing program will place a GIF file at strategic locations on their service each month. Among the thousands of Internet sites or service providers available to participate in the program are Global Network Navigator, Hot Wired, Pathfinder/Time Inc., InfoSeek Corporation, The Point, First Union Corporation, The Net Plaza, Mecklermedia, Prodigy and The Center Of The Internet. The Internet participants will have the opportunity to enter a specific address on the Internet each month and FTP the GIF file of their choice, which will fulfill their graphic and space requirements, onto a strategic location on their Web site. The GIF files will then remind the consumers, who visit their Web site, of the upcoming holiday event and afford them the opportunity to hyperlink directly into the PC Flowers & Gifts Web site. Consumers will simply "jump" to the PC Flowers & Gifts Web site by mouse clicking on the PC Flowers & Gifts box 301, 401 and 501.

Internet service providers, from whom consumers hyperlink to the PC Flowers & Gifts Web site and make a purchase, receive a commission of five percent (5%) of the gross sale of each transaction. A method for automatically tracking Internet sources referring consumers who make purchases on the PC Flowers & Gifts Web site is needed to assure credit for a percentage of the sales amount.

Referring now to Figure 22 there is shown a schematic of the present invention

TOBIN-1

method for marketing on the Internet and automatically tracking Internet sources which direct a user to the PC Flowers & Gifts Web site to make purchases. Initially a client 300 or subscriber, through a computer, accesses the Internet directly or through an Internet service provider. Internet participants 301 in the PC Flowers & Gifts marketing program FTP (download) GIF files 302 of graphic holiday reminders from a predetermined address provided by the PC Flowers & Gifts Web site. Internet participants with graphic holiday reminders (GIF files) pointing to the PC Flowers & Gifts Web site are assigned a token corresponding to their site ( sometimes the site is referred to as port). The token identifies a site URL assigned to the particular Internet site pointing to the PC Flowers & Gifts web site. As indicated hereinabove, an URL is a way of specifying a location on the Internet and making a hypertext link on the Internet. A consumer who "jumps" from a GIF file in the Internet service provider is taken to a home page of the PC Flowers & Gifts Web site. The home page is the first "page" displayed when a WWW site is accessed. The token identifying the Internet site entry point into the PC Flowers & Gifts Web site is dynamically inserted into the home page for tracking of its use 303.

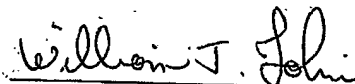
As customers navigate 304 through the various PC Flowers & Gifts HTML pages, this token is dynamically passed in each of these pages 305. When an order is placed and processed, the token corresponding to the Internet participant whose GIF file placement jumped the consumer to the PC Flowers & Gifts Web site is recorded for the five percent (5%) commission 306. When the user does not navigate or

TOBIN-1

purchase from the PC Flowers & Gifts Web site 307 and the token URL pointing to the Internet participant from which the user came is saved, the token is also saved 308.

When the user accesses the PC Flowers & Gifts Web site at a later time using the saved token URL, the Internet participant's token URL is identified and a five percent (5%) commission is credited on any later sales. If the token URL to the PC Flowers & Gifts Web site is not saved than the automatic tracking or passing of the token is ended 309.

It should be understood that the embodiment described herein is merely exemplary and that a person skilled in the art may make many variations and modifications to this embodiment utilizing functionally equivalent methods or elements to those described herein. Any and all such variations or modifications as well as others which may become apparent to those skilled in the art, are intended to be included within the scope of the invention as defined by the specification.



WILLIAM J. TOBIN, President  
PC Flowers & Gifts

Applicant or Patentee: WILLIAM J. TOBIN

Serial or Patent No.: (to be assigned)

Filed or Issued: (herewith)

Attorney's

Docket No.: TOBIN-1

For: METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS**  
(37 CFR 1.9 (f) and 1.27 (b)) -- INDEPENDENT INVENTOR

As a below-named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41 (a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY described in

☒ the specification filed herewith

☐ application serial no. \_\_\_\_\_, filed \_\_\_\_\_

☐ patent no. \_\_\_\_\_, issued \_\_\_\_\_

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

☒ no such person, concern, or organization

☐ persons, concerns or organizations listed below\*

\*NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention availing to their status as small entities. (37 CFR 1.27)

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made, are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

WILLIAM J. TOBIN

NAME OF INVENTOR

NAME OF INVENTOR

NAME OF INVENTOR

Signature of Inventor

Signature of Inventor

Signature of Inventor

Date

Date

Date



## Shop the Web

GNNdirect has combed the immense and varied world of online shopping to bring you a sophisticated lineup of online shopping venues where the overall experience is of prime importance. GNNdirect has taken value, selection, atmosphere, and ease-of-use into account to make your experience a positive one. We hope you enjoy Shop the Web.

FIG. 1

**Merry Christmas  
Send Flowers and Gifts**

**PC Flowers & Gifts**



**PC Flowers & Gifts**

Photographic quality graphics, special holiday selections, and a guarantee of complete satisfaction have made PC Flowers & Gifts one of the world's leading interactive florists. Delivery to anywhere within the U.S. and 160 other countries is available.

**Dream Shop**

Time Warner's contribution to the world of online shopping includes such catalogs as Eddie Bauer, Spiegel, and Williams-Sonoma, and offers shoppers special holiday selections and an area specifically devoted to gifts under \$50.

**eMall**

Don't call it a mall. This is a "full-service lifestyle shopping and information center." The Gourmet Gallery, Bizlink, and The General Store are but a few of the areas to explore.

**Empire Mall**

Browse an impressive selection of stores and services organized by product type as well as by catalog name. Win a variety of great prizes via the monthly contest and check out the selection of holiday specials.

**Internet Plaza**

Spend the day strolling the byways of this quaint, yet bustling, village plaza. The Plaza lies at the intersection of such thoroughfares as Finance Street, Career Way, Sports and Fitness Street, and Travel Avenue. The "must see" shops on each street are marked as such.

**Internet Shopping Network**

Although their forté appears to be computer products, the Network also carries flowers, food, specialty stores, and great stuff for the home and office. A list of hot deals is also included.

**marketplaceMCI**

Find a revolving selection of holiday gift ideas, a unique area devoted exclusively to small businesses, and a host of other great features at this very smart offering from MCI.

**NECX**

Serves all your computing needs with over 20,000 hardware, software, networking, and accessory products and some of the best prices around. Special offers and prices are available to

GNNdirect: Shop the Web - Microsoft Internet Explorer

best prices around. Special offers and prices are available to Buyer's Club members.

Page 3 of 3

**Net@Mart**

With about 20 different subject areas, great organization, and such vendors as JCPenny, Paramount Pictures, and Club Med, Net@Mart delivers a first-rate shopping experience.

**Shoppers Advantage**

A membership-based superstore with over 250,000 name-brand products available at great savings. Non-members can give the service a try, but three-month trial memberships are only \$1.

**Shopping 2000**

With true multimedia content and music and movie reviews, Shopping 2000 could be the mall of the future. Skeptics should take a look at the burgeoning list of new stores.

**The Shops at Santa Fe**

Explore some of the shops that have made Santa Fe one of the hottest destinations in the world. The selection of art and food appears to be the real draw here.

You, the user, acknowledge, understand and agree that, in linking to any of the listed websites: (I) You assume all risks and responsibilities associated with any activities you undertake at such websites (including, without limitation, any activities related to the purchase of products or services); and (II) Global Network Navigator (GNN) shall not be liable or accountable in any respect for any damages, liabilities, costs, obligations or other results arising in connection with such websites (including, without limitation, damages related to transactions occurring through such websites).



Copyright (c) 1995 Global Network Navigator, Inc. ALL RIGHTS RESERVED.

FIG. 3



## GNN & PC FLOWERS HOLIDAY CONTEST

401  
As a celebration of GNN's new Shop the Web links to online shopping and PC Flowers' new Web site for quality flowers and gifts, we are pleased to co-sponsor a scavenger hunt with wonderful prizes just in time for the holidays!

The prizes are plentiful and perfect for holiday gatherings. You can win one of several bouquets of fresh cut flowers or elegant roses, a basket full of deluxe fruit and preserves, or maybe even the Grand Prize, a dinner for four delivered to your front door! A total of 65 prizes will be handed out in the holiday spirit.

To participate in our holiday contest, simply answer the following questions by exploring the new PC Flowers Web site. The answers are scattered throughout the site, so surf the products and discover the many ways to say Happy Holidays. You will need to use your Back button to return to this page and fill out the questionnaire. Please refer to our Official Contest Rules for details on participation.

The contest will continue from December 6 through midnight December 18, with a random drawing on December 19 to determine the winners. Please be sure to fill out your contact information so we can find you if you are one of the lucky ones!

PC Flowers

### Questions

1. If Peridot is your birthstone, what is your flower?  
Sweet Pea  
Lily of the Valley  
Gladiolus
2. How much does an FTD Pick-Me-Up bouquet cost?  
\$25.95  
\$29.95



\$32.95

3. What holiday happens on April 7th?

Clean Out Your Computer Day

No Housework Day

National Nothing Day

4. If your mate surprises you with a "traditional" 40 year anniversary

Red / Ruby

Jade

Sapphire

5. How much does a Hickory Farms Honey-Glazed ham weigh?

5 pounds

7 pounds

9 pounds

### Contact Information

Name:

Email Address:

Phone Numbers

work:

home:

FAX Number:

### Comments

FIG. 5

GNN & PC FLOWERS CH... MAS CONTEST - Microsoft Intern... plorer Page 3 of 3

submit survey

Clear form



Copyright (c) 1995 Global Network Navigator, Inc., ALL RIGHTS RESERVED.

FIG. 6

**PATHFINDER USERS GET 10% OFF ANY HOLIDAY PURCHASES\***

\*Just mention that you're a Pathfinder user in the Special Instructions section of the Order Form.

**PC Flowers & Gifts**

## THE Virtual Kitchen

- ✓ In Season
- ✓ Ask The Chefs
- ✓ Cooking Class
- ✓ Real Food

**Food & Wine**

Search

Recipes

Books

Talking about food is almost as much fun as eating! Swap recipes with a friend by leaving a message on **DISH!**--the VK bulletin board.



Pathfinder

Click Here  
Homepage



Help



Search



Bulletin  
Boards

If you have any comments or suggestions, please post them on our [Bulletin Board](#) or e-mail them to [twep-webmaster@pathfinder.com](mailto:twep-webmaster@pathfinder.com).

FIG. 7

PATHFINDER USERS GET 10% OFF ANY HOLIDAY PURCHASES!

Just mention that you're a Pathfinder user in the Special Instructions section of the Order Form.

PATHFINDER

**SportsAccess**  
FROM SPORTS ILLUSTRATED

801

**Sports  
Illustrated**

**Sports  
Illustrated  
KIDS**

#### LATEST HEADLINES

- NBC lands broadcast rights to three more Olympics
- Shaq likely to make season debut at home Friday against Utah
- NHL Winnipeg Jets headed to Phoenix
- Islanders name Mike Milbury general manager
- Montreal Canadiens name new building Molson Center

**NEWS,  
SCORES  
& STATS**

**SI'S NFL  
CLASSIC  
EDITION**

**SI'S NBA  
PREVIEW**

**SI'S  
COLLEGE  
BASKETBALL  
PREVIEW**

**SPORTSMAN  
OF THE  
YEAR**

**FANTASY  
LEAGUES**

News, Scores and Stats | SI's NFL Classic Edition  
SI's NBA Preview | Sportsman of the Year  
SI's College Basketball Preview | Fantasy Basketball

TEAM NFL



Click to the official web site of the National Football League

F1618

**PATHFINDER USERS GET 10% OFF ANY HOLIDAY PURCHASES\***

**PC Flowers & Gifts**  
\*Just mention that you're a Pathfinder User in the Special Instructions section of the Order Form.

## **PATHFINDER TOP NEWS**

**DAILY**

**Money  
DAILY**

**People  
DAILY**

**DAILY**

**Sports  
Access**

[ Time Daily | Money Daily | People Daily | Tech Daily | Sports Access | Quick Quotes ]

### **Pacific Northwest Tries to Recover From Storm**

**SAN FRANCISCO (Reuter)** - The Pacific Northwest will be trying to recover Wednesday from a vicious wind and rain storm that left three people dead and hundreds of thousands without power.

Winds gusting to 100 mph blew through the region Tuesday, knocking down trees, battering buildings, sweeping away boats and triggering mudslides.

At least three people were killed in the storm. About 1.5 million people lost power in Oregon, Washington and Northern California when the storm hit and about 700,000 were still without electricity Wednesday California. More rain was forecast but the winds have let up.

A 61-year-old woman was killed in Redway, 180 miles north of San Francisco, when a tree uprooted by strong winds crushed a mobile home during the night, Humboldt County Coroner Glenn Sipma said.

A 44-year-old woman died in Redding, 200 miles northeast of San Francisco, when a tree crashed down on her bedroom during the night as she slept, officials said.

Along the coast of Oregon, where wind gusts of up to 105 mph were recorded, a 59-year-old maintenance man was killed when a tree fell on his pickup truck in a parking lot near Florence, emergency officials said.

Since Monday, 1.1 million customers have lost power for varying periods of time, PG&E spokesman David Bicha said.

The storm also knocked out telephone service to many homes and businesses in northern California, where winds gusted at up to 95 mph.

Oregon Gov. John Kitzhaber said he was calling out 250 National Guard troops to maintain communications and clear roads.

In Portland, Oregon, a dock with two dozen boats attached broke loose and drifted across the Columbia River. Owners watched helplessly as their boats were battered against a dock on the other side.

Schools closed early throughout western Oregon and Washington, and residents were advised to stock up on bottled water, flashlight batteries and candles in preparation for the storm.

PATHFINDER USERS GET 10% OFF ANY HOLIDAY PURCHASES\*



\*Just mention that you're a Pathfinder User in the Special Instructions section of the Order Form.

**THANKSGIVING**

# Food & Wine



A HEARTLAND  
**MENU**

A CALIFORNIA  
**MENU**

**RECIPES**

Food & Wine invites you to use this guide to help make your Thanksgiving dinner a success! See us again soon for our complete Christmas menus, and look for the expanded Food & Wine web site here in January.



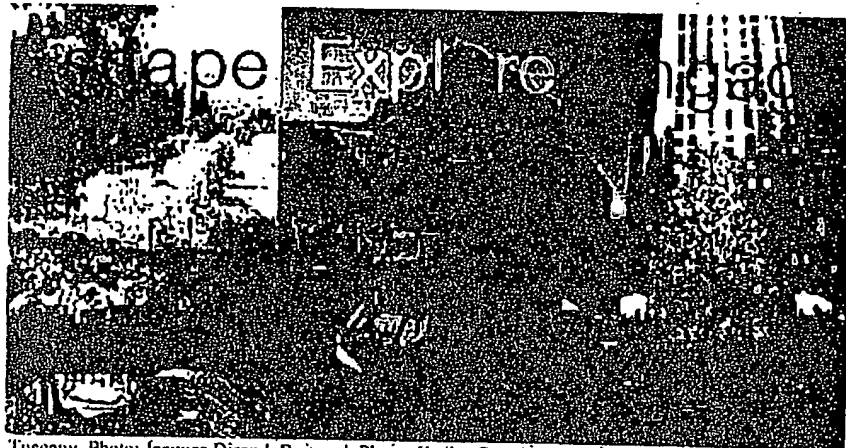
FIG. 10

PATHFINDER USERS GET 10% OFF ANY HOLIDAY PURCHASES!

PC Flowers & Gifts

Just mention that you're a Pathfinder user in the Special Instructions section of the Order Form.

# TRAVEL & LEISURE



Tuscany. Photo: Jacques Dirand. Portugal. Photo: Xavier Guardans. New York. Photo: Gentl & Hyers.

Getting Around the  
**planet**

ESCAPE ----- EXPLORE ----- ENGAGE

About TRAVEL & LEISURE on the web.

Go to London

Fig. 11

Mecklermedia's  
**iWORLD** Shows • Publications • Help • News • Network • Feedback



*iWORLD WebPointer has been enhanced for Netscape 1.1 or higher.*

*If you don't have it you can get*

[Netscape Now!](#)

For your convenience there are 3 versions of the main menu page of the WebPointer. Once you have found the appropriate option for you, bookmark that page.

[The Supreme Version](#) | [The 640x480 Version](#)

| [The Text Only Version](#)

**Send the Winter Floral and Gift Special**



**PC Flow & G**  
The Pioneer of Online Floral  
& Gift Marketing Since 1995

[Go to the Supreme Version](#)

Recommended for people with moderate to fast connections. This is a relatively quick loading version, that makes full use of graphics and text. This version requires you use 800x600 resolution or higher to prevent wrap over of graphics, and the use of at least 256 colors to view the graphics best.

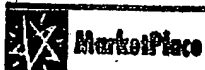
[Go to the 640x480 Version](#)

Recommended for people with moderate to fast connections. Requires at least 256 colors to view graphics to full potential. Essentially this is the same page as the Supreme Version, it has just been reformatted for 640x480 resolution.

[Go to the Text Only Version](#)



Interests A-Z - A complete listing of our ever growing Interest Area Web pages.  
Personal Web Pages - Have something to say? Now you can say it on your own Web home page that anyone can view! Try our first generation Personal Web Pages publisher.



Convenience. Variety. Communication... The Web offers endless benefits and opportunities for you to shop and find product information. The merchants, who have purchased the following space, have been specially chosen to display their offerings to you.




[\[Browser News\]](#) [\[Search Tools\]](#) [\[Help\]](#) [\[Viewers\]](#) [\[Top of Page\]](#)  
Copyright (c) 1995 Prodigy Services Company

1301

FIG. 13

msn.

InfoSeek Search Results  
internet

Send Flowers and Gifts for Christmas	
	<b>PC Flowers &amp; Gifts</b> The Pioneer of Online Floral & Gift Marketing Since 1989
Dec 25th	

You searched for: Hot Wired

To learn how to get better results, please see our [helpful tips](#).

Titles: 11 through 20 of 100

[Previous 10 Titles \(1 to 10\)](#)

[Joel Edward's Page de la Home](#)

All hail Netscape 1.1, without which Netlife is just plain Ugly! . After reading the hip doomsayers of HOT-WIRED, the optimists like Alvin Toffler and his disciple Newt, I'm not really sure what I should do now. I could just fall back on ...

--- [63] <http://www.nashville.net/~joel/> (2K)

[Time Siphon](#)

Big Web Sites/Search Engines . Starting Point . GNN . EInet Galaxy . Meta Crawler . WebCrawler . World Wide Web Worm . The World-Wide Web Virtual Library: Subject Catalogue . A List of Virtual Libraries on the Web . Yahoo . Internet ...

--- [62] <http://www.tlac.net/users/kcc/index.html> (7K)

[Resources](#)

Here are some links to sites we found helpful to us in doing our job on a day-to-day basis. .

AdMarket - a collaboration between Advertising Age and Hot Wired, this site serves up demographic and marketing resources. . Census Bureau - a wealth ...

--- [62] <http://www.rmd.com/pub/rmd/resources.html> (2K)

[Paul Cisek](#)

Currently at: . Dept. of Cognitive and Neural Systems, . Boston University, . 111 Cummington Street, . Boston MA 02215 . [pavel@cns.bu.edu](mailto:pavel@cns.bu.edu) . My past: . I was born in Poland on September 25th, 1988. I lived in Warsaw until my ...

--- [62] <http://cns-web.bu.edu/pub/pavel/home.html> (7K)

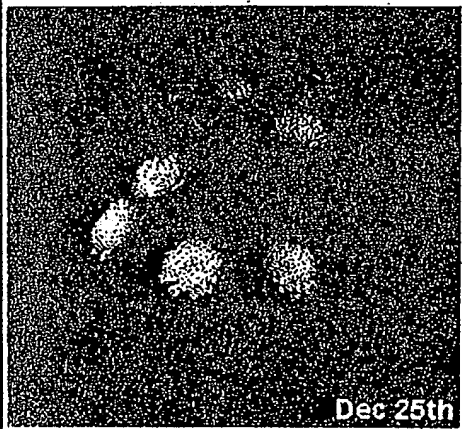


## First Union Christmas Sweepstakes


December 4 - December 19, 1995

To celebrate the introduction of PC Flowers & Gifts in CommunityCommerce,  
First Union announces a Christmas Sweepstakes!

**Merry Christmas Send Flowers and Gifts**



**Dec 25th**



**PC Flowers & Gifts**  
The Pioneer of Online Floral  
& Gift Marketing Since 1989

**Grand Prize - One per week for 2 weeks (Total - 2 Prizes)**

### Christmas Dinner for Four

Begin your meal with delicious New England Clam Chowder served in San Francisco Sourdough Rounds. The main entree is your choice of Honey-Glazed Ham or Boneless Rib-Eye Roast. Top it off with handmade ice cream truffles made with the finest fresh fruits, chocolate, nuts, and imported Italian flavorings.

**Second Prize - One each per week for 2 weeks (Total - 6**

**Prizes)**

**Mission Orchard's Deluxe Fruit Medley Basket**

The basket contains sweet, tender, juicy Crown Comice Pears, crisp Mission Apples, Golden Delicious Apples, D'anjou Pears, select Red Comice Pears, Spiced Apple Walnut Cake, Sweet Orange Marmalade, Strawberry and Apricot Preserves and foil wrapped Pansy Chocolates.

**The FTD Winter Traditions Bouquet**

This all-around bouquet includes red Carnations, white Pompons and assorted Christmas greenery and arrive in an elegant silver-plated woven basket with a collapsible handle.

**Padsworth Collectible Bear from the Past**

Add a big red ribbon and Padsworth will share his holiday magic. The perfect holiday gift for that special child, bear lover, or anyone who just needs someone to hug. 21" brown floppy bear-bag bear wearing a tan reindeer sweater.

To enter the sweepstakes, visit the [PC Flowers & Gifts Web Site](#) and decide which RUSS collectible bear is your favorite bear, then tell us its name using the comment form below.

Name:

Favorite RUSS Bear:

Phone Number:

Fax Number:

E-Mail:

Address:

60/010372

First Access Network(sm) - Comment Form - Microsoft Internet Explorer

Page 3 of 3

Please indicate how you would like us to contact you:

E-mail

Submit

Reset



[FUNB](#) | [Cyberbanking\(sm\)](#) | [CommunityCommerce\(sm\)](#) | [News Flash](#)  
[Library](#) | [Neighbors](#) | [Help Wanted](#) | [Your 2 Cents](#)

[Return to First Union Home Page](#)

60,010372

map.html at www.netmart.co Microsoft Internet Explorer

Page 1 of 6



**[NET MART SERVICES AND PRICES]**

1201

Merry Christmas  
Send Flowers and Gifts

PC Flowers  
& Gifts



TOP  
SHOPPING  
SITE  
AWARD

GNN shop  
direct

[Art and Graphics](#) | [Automobile](#) | [Books and Magazines](#) | [Business/Legal/Financial](#) | [Clothing](#) |  
[Communications](#) | [Cosmetics](#) | [Entertainment](#) | [Computer Hardware, Software and Services](#) |  
[Flowers and Plants](#) | [Gifts, Jewelry and Accessories](#) | [Medical & Health Products](#) | [Multimedia](#) |  
[Music and Videos](#) | [Real Estate](#) | [Self Help](#) | [Sports and Fitness](#) | [Travel and Vacations](#) |

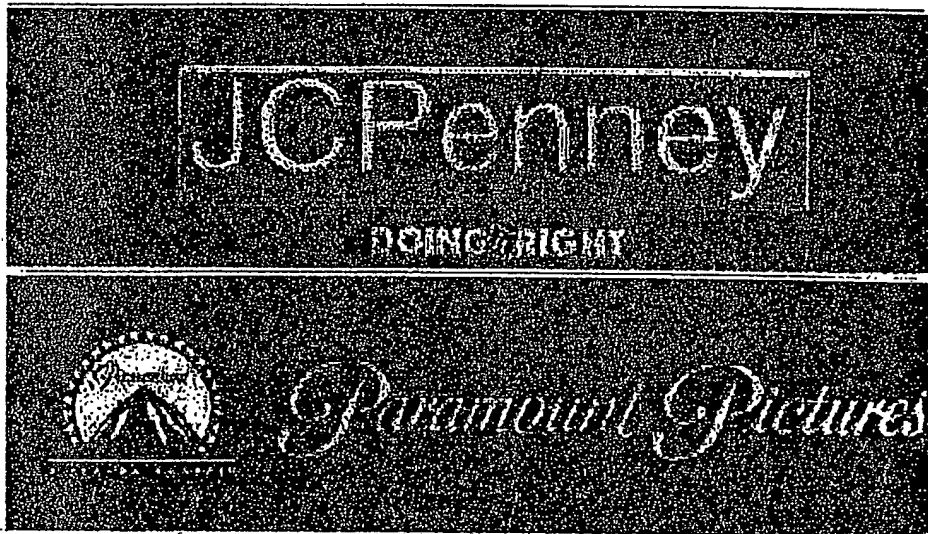


FIG 18

010372

The Center of the Internet! - Microsoft Internet Explorer

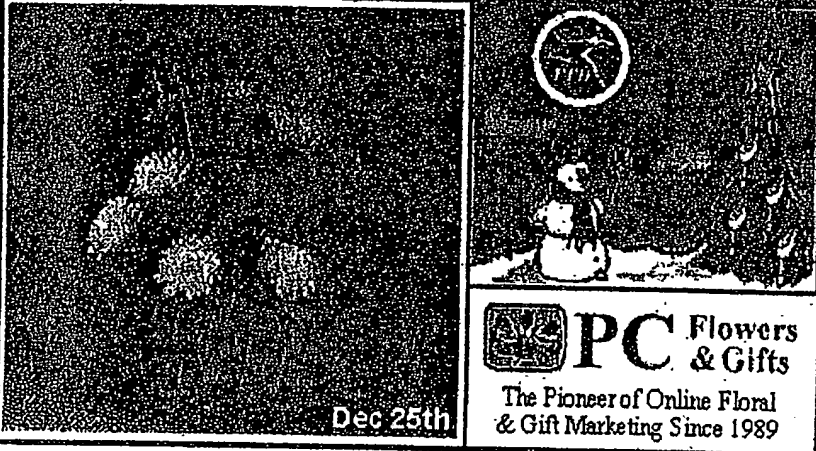
Page 1 of 2

The .. ©

## PC GIFTS & FLOWERS

Send a SPECIAL GIFT THE EASY WAY.

**Merry Christmas Send Flowers and Gifts**



**PC Flowers & Gifts**  
The Pioneer of Online Floral  
& Gift Marketing Since 1989

Dec 25th

Ask for our current specials.

Visit PC Gifts & Flowers, the World's Largest Online Flower Store. You'll find special offers for that special someone. **LET SANTA DELIVER FOR YOU!**

PC GIFTS & FLOWERS

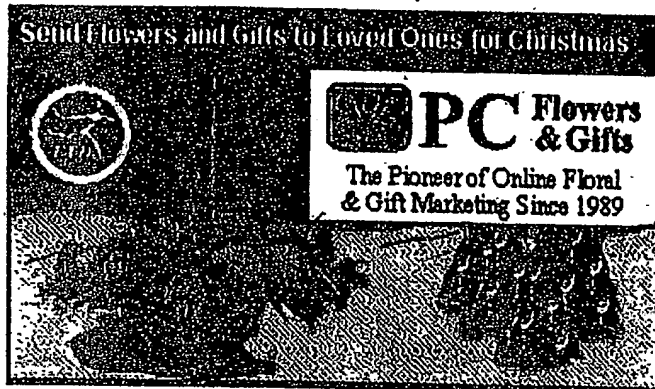
NETCENTER NAVIGATOR

FIG. 19

60,010372

Page 2 of 2

The Center of the Internet! - Microsoft Internet Explorer



email comments to:

[lite@ix.netcenter.com](mailto:lite@ix.netcenter.com)

FIG. 2.0



60/010372

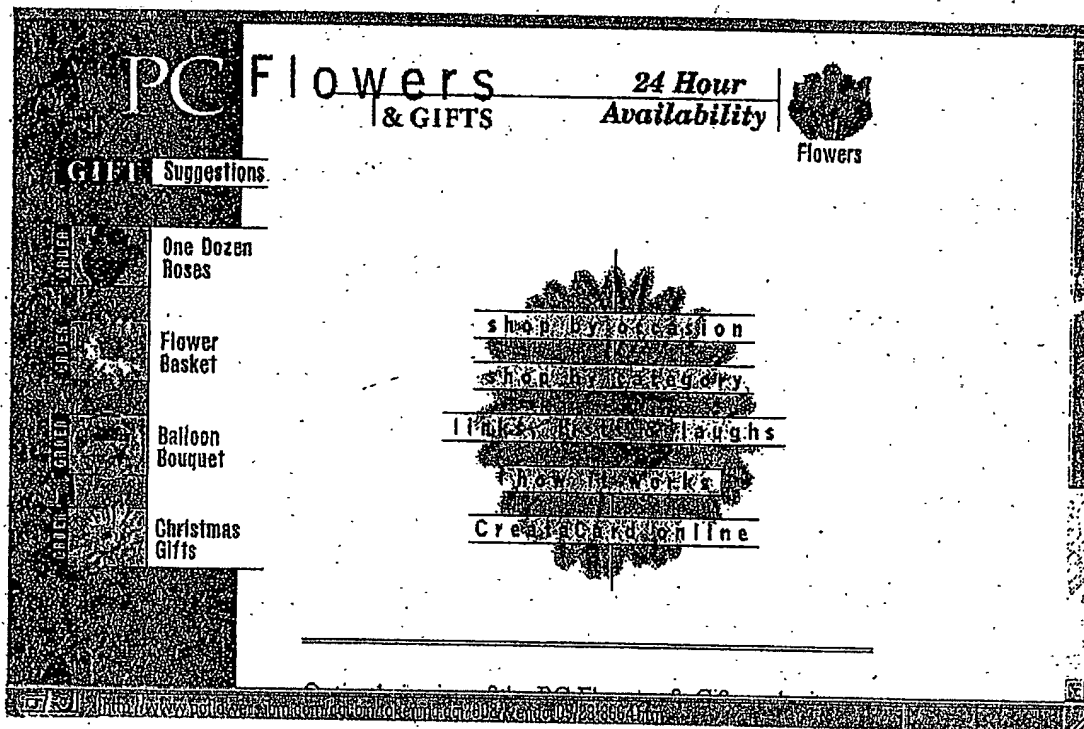


FIG. 21

60/010372

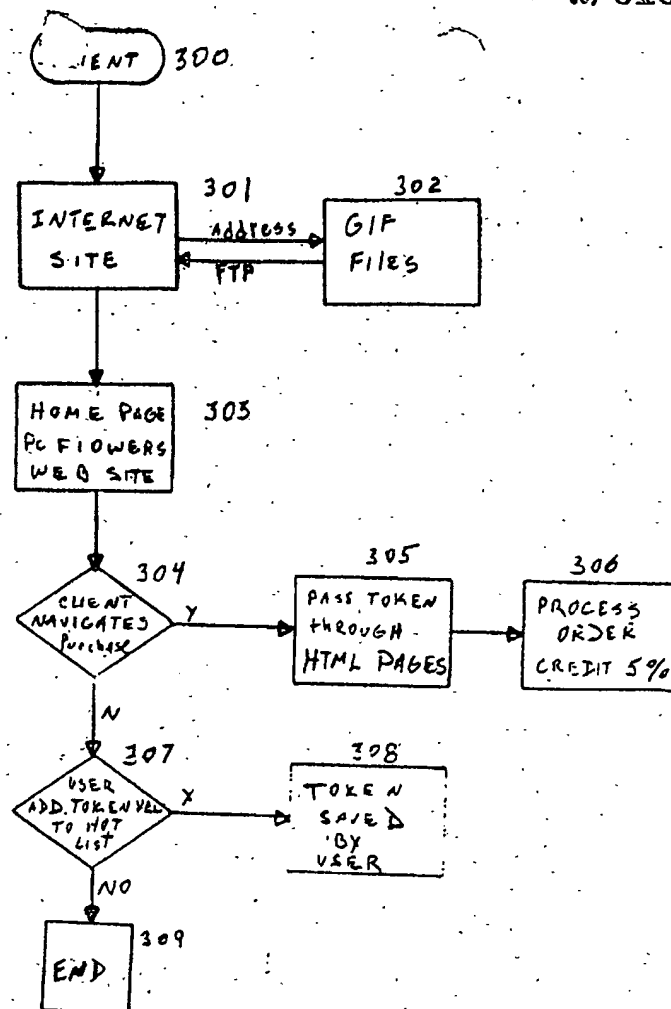


FIG. 22

REQUEST FOR ACCESS OF ABANDONED APPLICATION UNDER 37 CFR 1.14(a)

Received  
MAR 12 2001  
Technology Center 2100

In re. Application of <b>Tobin</b>	
Application Number <b>60/010372</b>	Filed <b>5-22-96</b>
Group Art Unit	Examiner

Paper No. 2

Assistant Commissioner for Patents  
Washington, DC 20231

I hereby request access under 37 CFR 1.14(a)(3)(iv) to the application file record of the above-identified ABANDONED application, which is: (CHECK ONE)

- ☒ (A) referred to in United States Patent Number 6141666, column \_\_\_\_\_
- ☐ (B) referred to in an application that is open to public inspection as set forth in 37 CFR 1.11, i.e., Application No. \_\_\_\_\_, filed \_\_\_\_\_, on page \_\_\_\_\_ of paper number \_\_\_\_\_
- ☐ (C) an application that claims the benefit of the filing date of an application that is open to public inspection, i.e., Application No. \_\_\_\_\_, filed \_\_\_\_\_, or
- ☐ (D) an application in which the applicant has filed an authorization to lay open the complete application to the public.

Please direct any correspondence concerning this request to the following address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Frank H. Murphy  
Signature  
Frank H. Murphy  
Typed or printed name

3-12-01  
Date

FOR PTO USE ONLY

Approved by: \_\_\_\_\_  
(Initials)  
Unit: \_\_\_\_\_

**REQUEST FOR ACCESS OF ABANDONED APPLICATION UNDER 37 CFR 1.14(a)**

**Received**  
**MAR 12 2001**  
**Technology Center 2100**

In re Application of	
Application Number	Filed
60-010372	MAY 22-96
Group Art Unit	Examiner

Paper No. 3

Assistant Commissioner for Patents  
Washington, DC 20231

I hereby request access under 37 CFR 1.14(a)(3)(iv) to the application file record of the above-identified ABANDONED application, which is: (CHECK ONE)

- ☐ (A) referred to in United States Patent Number \_\_\_\_\_, column \_\_\_\_\_
- ☐ (B) referred to in an application that is open to public inspection as set forth in 37 CFR 1.11, i.e., Application No. \_\_\_\_\_, filed \_\_\_\_\_, on page \_\_\_\_\_ of paper number \_\_\_\_\_
- ☐ (C) an application that claims the benefit of the filing date of an application that is open to public inspection, i.e., Application No. \_\_\_\_\_, filed \_\_\_\_\_, or
- ☐ (D) an application in which the applicant has filed an authorization to lay open the complete application to the public.

Please direct any correspondence concerning this request to the following address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Kimberly Khovan  
Signature  
Kimberly Khovan  
Typed or printed name

03-12-01  
Date

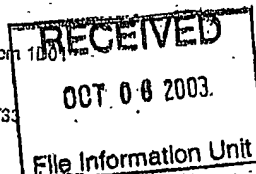
FOR PTO USE ONLY	
Approved by: _____	(Initials)
Unit: _____	

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Approved for use through 7/1/2003, OMB 351-001  
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

# REQUEST FOR ACCESS TO AN ABANDONED APPLICATION UNDER 37 CFR 1.14

Bring completed form to:  
File Information Unit  
Crystal Plaza Three, Room 1D01  
2021 South Clark Place  
Arlington, VA  
Telephone: (703) 308-2733



In re Application of:

Application Number:

60/010 372

Filed:

5-22-96

Paper No. 44

I hereby request access under 37 CFR 1.14(a)(1)(iv) to the application file record of the above-identified ABANDONED application, which is identified in, or to which a benefit is claimed, in the following document (as shown in the attachment):

United States Patent Application Publication No. \_\_\_\_\_, page \_\_\_\_\_, line \_\_\_\_\_

United States Patent Number 6,416,666, column \_\_\_\_\_, line \_\_\_\_\_, or

WIPO Pub. No. \_\_\_\_\_, page \_\_\_\_\_, line \_\_\_\_\_

## Related Information about Access to Pending Applications (37 CFR 1.14):

Direct access to pending applications is not available to the public but copies may be available and may be purchased from the Office of Public Records upon payment of the appropriate fee (37 CFR 1.19(b)), as follows:

For published applications that are still pending, a member of the public may obtain a copy of:  
the file contents;  
the pending application as originally filed; or  
any document in the file of the pending application.

For unpublished applications that are still pending:

- (1) If the benefit of the pending application is claimed under 35 U.S.C. 119(e), 120, 121, or 365 in another application that has: (a) issued as a U.S. patent, or (b) published as a statutory invention registration, a U.S. patent application publication, or an international patent application publication in accordance with PCT Article 21(2), a member of the public may obtain a copy of:  
the file contents;  
the pending application as originally filed; or  
any document in the file of the pending application.
- (2) If the application is incorporated by reference or otherwise identified in a U.S. patent, a statutory invention registration, a U.S. patent application publication, or an international patent application publication in accordance with PCT Article 21(2), a member of the public may obtain a copy of:  
the pending application as originally filed.

Henry

Signature

10-6-03

Date

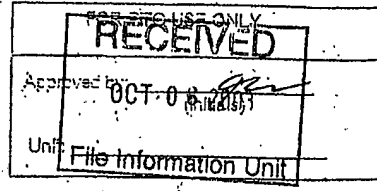
HENRY DUBOIS

Typed or printed name

Registration Number, if applicable

673 415-1079

Telephone Number



This collection of information is required by 37 CFR 1.14. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. BRING TO: File Information Unit, Crystal Plaza Three, Room 1D01, 2021 South Clark Place, Arlington, VA.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 7.

# REQUEST FOR ACCESS TO AN ABANDONED APPLICATION UNDER 37 CFR 1.14

RECEIVED

OCT 22 2003

File Information Unit

In re Application of

Application Number

Filed

60/010372

1-21-97

Bring completed form to:  
File Information Unit  
Crystal Plaza Three, Room 1D01  
2021 South Clark Place  
Arlington, VA  
Telephone: (703) 308-2733

Paper No. #5

I hereby request access under 37 CFR 1.14(a)(1)(iv) to the application file record of the above-identified ABANDONED application, which is identified in, or to which a benefit is claimed, in the following document (as shown in the attachment):

United States Patent Application Publication No. \_\_\_\_\_, page, \_\_\_\_\_ line \_\_\_\_\_

United States Patent Number 6141666, column \_\_\_\_\_, line, \_\_\_\_\_ or \_\_\_\_\_

WIPO Pub. No. \_\_\_\_\_, page \_\_\_\_\_, line \_\_\_\_\_

## Related Information about Access to Pending Applications (37 CFR 1.14):

Direct access to pending applications is not available to the public but copies may be available and may be purchased from the Office of Public Records upon payment of the appropriate fee (37 CFR 1.19(b)), as follows:  
For published applications that are still pending, a member of the public may obtain a copy of:

- the file contents;
- the pending application as originally filed; or
- any document in the file of the pending application.

For unpublished applications that are still pending:

- (1) If the benefit of the pending application is claimed under 35 U.S.C. 119(e), 120, 121, or 365 in another application that has: (a) issued as a U.S. patent; or (b) published as a statutory invention registration, a U.S. patent application publication, or an international patent application publication in accordance with PCT Article 21(2), a member of the public may obtain a copy of:
  - the file contents;
  - the pending application as originally filed; or
  - any document in the file of the pending application.
- (2) If the application is incorporated by reference or otherwise identified in a U.S. patent, a statutory invention registration, a U.S. patent application publication, or an international patent application publication in accordance with PCT Article 21(2), a member of the public may obtain a copy of:
  - the pending application as originally filed.

RAWQU

Signature

ROBERT W. ARNOLD

Typed or printed name

10-22-03

Date

Registration Number, if applicable

703-553-0000

Telephone Number

FOR PTO USE ONLY
RECEIVED
Approved by: [Signature]
OCT 22 2003
Unit: File Information Unit

This collection of information is required by 37 CFR 1.14. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1430, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. BRING TO: File Information Unit, Crystal Plaza Three, Room 1D01, 2021 South Clark Place, Arlington, VA.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

REQUEST FOR ACCESS TO AN ABANDONED APPLICATION UNDER 37 CFR 1.14

Bring completed form to:  
File Information Unit  
Crystal Plaza Three, Room 1001  
2021 South Clark Place  
Arlington, VA  
Telephone: (703) 308-2733

REC

APR 07 2005

File Information

In re Application of

Application Number

60/010372

Filed

5/22/96

Paper No.

#16

I hereby request access under 37 CFR 1.14(a)(1)(iv) to the application file record of the above-identified ABANDONED application, which is identified in, or to which a benefit is claimed, in the following document (as shown in the attachment):

United States Patent Application Publication No. \_\_\_\_\_, page, \_\_\_\_\_ line 11

United States Patent Number 641666, column \_\_\_\_\_, line \_\_\_\_\_ or

WIPO Pub. No. \_\_\_\_\_, page \_\_\_\_\_, line \_\_\_\_\_

Related Information about Access to Pending Applications (37 CFR 1.14):

Direct access to pending applications is not available to the public but copies may be available and may be purchased from the Office of Public Records upon payment of the appropriate fee (37 CFR 1.19(b)), as follows:

For published applications that are still pending, a member of the public may obtain a copy of:

- the file contents;
- the pending application as originally filed; or
- any document in the file of the pending application.

For unpublished applications that are still pending:

- (1) If the benefit of the pending application is claimed under 35 U.S.C. 119(e), 120, 121, or 365 in another application that has: (a) issued as a U.S. patent, or (b) published as a statutory invention registration, a U.S. patent application publication, or an international patent application publication in accordance with PCT Article 21(2), a member of the public may obtain a copy of:
  - the file contents;
  - the pending application as originally filed; or
  - any document in the file of the pending application.
- (2) If the application is incorporated by reference or otherwise identified in a U.S. patent, a statutory invention registration, a U.S. patent application publication, or an international patent application publication in accordance with PCT Article 21(2), a member of the public may obtain a copy of:
  - the pending application as originally filed.

Signature

KIEN UJ

Typed or printed name

Registration Number, if applicable

7037641491

Telephone Number

RECEIVED

APR 07 2005

File Information Unit

4/7/05

Date

FOR PTO USE ONLY

Approved by

(Initials)

Unit:

US006141666A

## United States Patent [19]

Tobin

[11] Patent Number: 6,141,666

[45] Date of Patent: Oct. 31, 2000

[54] METHOD AND SYSTEM FOR  
CUSTOMIZING MARKETING SERVICES ON  
NETWORKS COMMUNICATING WITH  
HYPERTEXT TAGGING CONVENTIONS

[75] Inventor: William J. Tobin, Stamford, Conn.

[73] Assignee: Internet Consultants LLC, Stamford, Conn.

[21] Appl. No.: 08/785,321

[22] Filed: Jun. 21, 1997

## Related U.S. Application Data

[60] Provisional application No. 60/017,229, Jan. 22, 1996; and  
provisional application No. 60/010,372, May 22, 1996.

[51] Int. Cl. G06F 17/21; G06F 17/60

[52] U.S. Cl. 707/513; 705/27; 709/218

[58] Field of Search 705/1, 14, 26,  
705/27; 709/203, 217, 218, 219; 707/513,  
10

## [56] References Cited

## U.S. PATENT DOCUMENTS

5,976,951	11/1996	Lockwood	395/227
5,649,186	7/1997	Ferguson	395/610
5,706,454	1/1998	Kremen et al.	395/200,09
5,710,887	1/1998	Chelliah et al.	395/226
5,712,979	1/1998	Graher et al.	
5,717,860	2/1998	Rosenberg et al.	707/200
5,740,430	4/1998	Olsh	709/202
5,768,510	6/1998	Walker et al.	705/1
5,794,207	8/1998	MacNaughton et al.	345/329
5,796,393	8/1998	Davis et al.	705/1
5,796,952	8/1998	Killingman	705/26
5,799,285	8/1998	Caseme et al.	705/27
5,830,117	11/1998	Abel et al.	705/26
5,852,809	12/1998		

5,855,008	12/1998	Goldhaber et al.	705/14
5,864,822	1/1999	Haker, III	705/14
5,870,718	2/1999	Spector	705/26
5,880,175	3/1999	Wong et al.	707/505
5,897,622	4/1999	Bilin et al.	705/26
5,907,830	5/1999	Engel et al.	705/14
5,918,214	6/1999	Parkowski	705/27
5,933,811	8/1999	Angles et al.	705/14
6,009,413	12/1999	Webber et al.	705/26
6,029,142	5/2000	IBM	705/27
6,061,057	5/2000	Knowlton et al.	705/26 X

## OTHER PUBLICATIONS

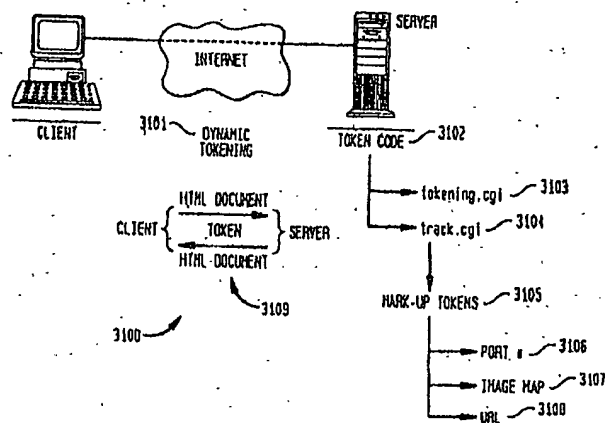
Kobda et al, Ubiquitous Advertising on the WWW: ... 5th Int'l WWW conference, Paris, 1996, <www5conf.inria.fr/~ch13.html/slides/smesforum/PS17/P52/AIL.html>, May 1996.

Primary Examiner—Joseph H. Feldt  
Attorney, Agent, or Firm—Arthur L. Plevy; Buchanan  
Ingersoll PC

## [57] ABSTRACT

The present server based communications system provides dynamic customization of hypertext tagged documents presented to clients accessing the system. The customization, which pertains to the content of the documents, is based on the specific requirements of a class to which the client belongs in. The class may be defined by the identity of the source which refers the client to the system. The system utilizes a database which dynamically retrieves stored data in response to a server software tool which configures the data into hypertext tagged documents. The system utilizes a dynamic token scheme to pass the identity of the referring network site from document to document to eventual purchase document accessed by the client through the hypertext tags.

42 Claims, 39 Drawing Sheets







**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☐ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER: \_\_\_\_\_**

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**